



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:

**Jerding et al.**

Serial No.: 09/590,434

Filed: 06/09/2000

For: **Video Promotional and Advertising Systems for  
Video on Demand System**

Confirmation No.: 1996

Group Art Unit: 2614

Examiner: **Beliveau, Scott E.**

Docket No. 191910-1480

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OCT 02 2003

Technology Center 2600

**AMENDMENT AND RESPONSE**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

The outstanding non-final Office Action mailed May 23, 2003 (Paper No. 8) has been carefully considered. In response thereto, please enter the following amendments in which claims 1-42 are cancelled and claims 43-71 are added. Claims 43-71 are now pending in the present application. Reconsideration and allowance of the application and presently pending claims, as amended, are respectfully requested.

**AUTHORIZATION TO DEBIT ACCOUNT**

It is believed that no extensions of time or fees for net addition of claims are required, beyond those which may otherwise be provided for in documents accompanying this paper. However, in the event that additional extensions of time are necessary to allow consideration of this paper, such extensions are hereby petitioned under 37 C.F.R. § 1.136(a), and any fees required therefor (including fees for net addition of claims) are hereby authorized to be charged to deposit account no. 20-0778.